

recording user searches;

recording user ratings of search results;

identifying relevant elements of said user profile record with respect to said user searches;

calculating relevancy coefficients based on said recorded user ratings and said user profile record;

grouping said search results; and,

recalculating of said relevancy coefficients based on said grouping of said results.

Amend Claim 38, as follows:

38. (Amended) An apparatus for improving search engine efficiency using user feedback, comprising:

a means for creating and modifying a user profile record comprising of demographic and psychographic data;

a means for recording user searches;

a means for recording user ratings of search results;

a means for identifying relevant elements of said user profile record with respect to said user searches;